

# DIGITAL IDENTITIES IN SOFTWARE PRODUCTS AND SERVICES

## MEMBERS OF THE RESEARCH GROUP

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## Introduction

The adoption rate of digital identities in different software products have skyrocketed (Chart 1). New digital identity related laws and regulations, as well as technologies and user needs are under rapid progression and constant change. **How are digital identities considered when planning for a new software solutions or maintaining an old one?** What should be considered to ensure the solution uses digital identity responsibly? These are the questions I aim to answer with my research.



## Background

Digital identities have not been researched from the software product management point of view, even though it is increasingly utilized globally in different fields, such as healthcare, governmental activities and traveling. Previously, digital identities have been researched from the point of usability, technical aspects and technology trends. Future research gaps and opportunities are currently researched in master's thesis.

Do **YOU** have any insight on digital identities in software products?

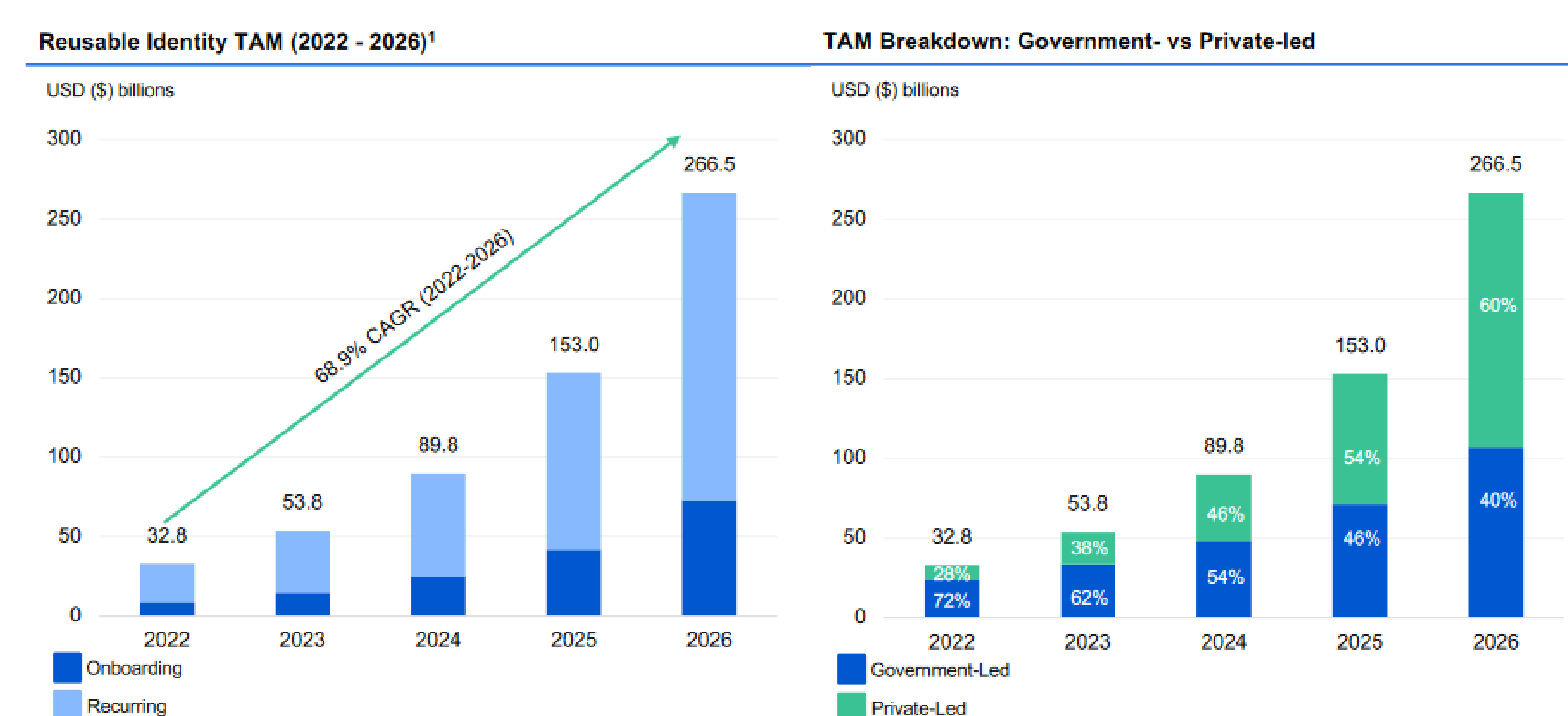


Chart 1. Growth of global market size for reusable identities by 2026  
 Chart 2. Distribution of public and private reusable identity schemes  
 Liminal (2022) *The Market Opportunity for Reusable Identity and How to Get There.*

## Methodology

In the future, the topic could be researched empirically through survey or interviews with Product managers and people in similar positions working in private companies and governmental entities. Optionally, observational research could be conducted to answer the questions.

## Research and future goals

- Understand how digital identities need to be considered in software products and services
- Make consideration of digital identity easier for Product Managers and similar positions
- Understand the impact of regulations, trends and user needs of digital identity solutions

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